



TULSA!

The Hub of Greatest System
of Paved Roads in the
Entire Southwest

Tulsa is by far the greatest paved road center of any city in Oklahoma—or the southwest.

Tulsa county now has over 100 miles of concrete roads of the highest type. They extend in every direction—north, east, south and west—and represent an investment of Three Million Dollars.

Every postoffice town in Tulsa county, except three—Glenpool, Wekiwa and Leonard—can be reached by a direct route over a concrete road.

The longest continuous stretch of concrete road is from Keystone on the Pawnee county line, by way of Sand Springs, through TULSA to Bixby, a distance of 43 miles.

	MILES
BIXBY	22
BROKEN ARROW	18
COLLINSVILLE	26
JENKS	9
KEYSTONE	21
SAPULPA	14
SKIATOOK	18

The total population of "The Greater Tulsa" is approximately 200,000 or about one-tenth of Oklahoma's total population.

TOTAL CIRCULATION

The Tulsa World, Daily . . . 39,898
The Tulsa World, Sunday . . . 43,282

The Greater Tulsa

Now Covers Over 1,200 Square Miles

The above map portrays in a graphic form, the tremendous territory which the concrete roads have linked up into "The Greater Tulsa." Tulsa is only about 30 minutes by paved road, from the farthest town in a radius of 20 miles.

Every morning by 6—before breakfast—the Tulsa World is delivered directly to the front doors of the thousands of suburban subscribers. They enjoy the same carrier delivery service as Tulsans. They read The World at the breakfast table, and can hop into their cars or aboard the busses and be at the door of your store by the time it opens in the morning.

Think what these paved roads mean to the folks of the Greater Tulsa, who wish to shop in Tulsa! Think what these paved roads mean to Tulsa merchants!

The Tulsa World is the powerful medium which carries the buying impulses of Tulsa merchants throughout this vast territory—the richest market per capita and the most densely populated section in Oklahoma.

Wise merchants are planning larger and more aggressive advertising campaigns in the Tulsa World than ever before. They KNOW that The World dominates this territory, and produces extraordinary results with unfailing regularity.

TULSA WORLD

Oklahoma's Greatest Newspaper